

FACTBOOK

Cobb County, Georgia



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COVER PHOTOS:

Main photo: Cobb Energy Performing Arts Center

L to R: Annual US 10K Classic on Cobb Parkway

Home Depot headquarters on Paces Ferry Road

Six Flags Over Georgia

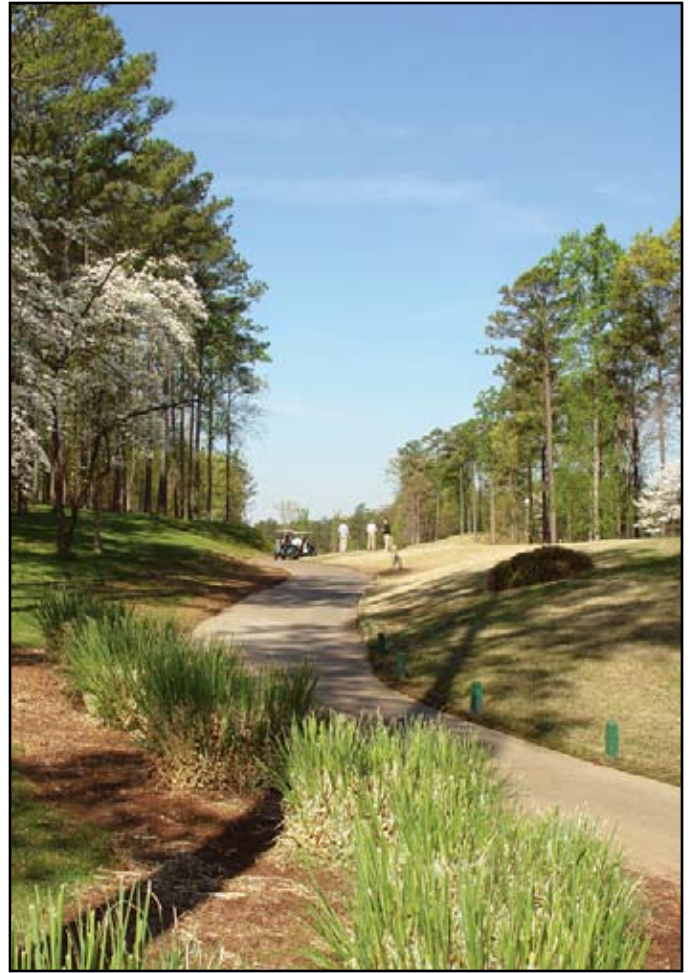
COBB COUNTY, GEORGIA is a healthy, vibrant community located northwest of Atlanta. Over the past three decades, rapid population growth and development have transformed Cobb County from a rural/small city landscape to a mixture of urban and suburban land uses. Throughout this rapid growth, the County has maintained a well-balanced mix of residential, commercial and industrial land uses.

Cobb County adopted a Comprehensive Plan in 1991 and was among the first counties to comply with the state's Growth Strategies legislation. This plan is reviewed and updated yearly, and is used as a guide to facilitate planning for public services, infrastructure, and transportation, and to project future funding requirements.

The county is highly-regarded for its pro-business environment, a product of careful planning, cooperation with other local governments, and progressive leadership which, over the years, has generated a strong and diverse economy that is not dependent on any one industry or sector.



ABOVE: CBeyond, a telecommunications company, is headquartered in Cobb County



ABOVE: Cobb County's Parks Recreation and Cultural Affairs department operates 44 facilities and maintains more than 1,350 developed acres for recreation.

Major national and international companies are represented in the County. In addition, several employers including CBeyond (telecommunications), Glock USA (weapons), FedEx Ground (shipping/package delivery), Gentiva (home health care solutions), Ryla Teleservices (customer service support), and Seergate (business to business banking support) have expanded their presence in the County, creating approximately 1,775 new jobs in 2010. Ryla Teleservices recently announced that it is a subcontractor to IBM partner Teletech for the 2010 census program resulting in the creation

of 1,400 temporary positions from April through August 2010. Currently, there are approximately 28,488 businesses in unincorporated Cobb. There are 439 international companies that have a presence in Cobb. Four Fortune 500 companies have their headquarters in Cobb County; they are The Home Depot, Coca-Cola Enterprises, Genuine Parts (NAPA) and First Data. Each of these companies represents a different type of commercial enterprise that has found the County's business environment to be conducive to future growth.

At this time, the county finds itself well into a transition from rural/suburban to an increasingly urban environment. Since 2000, a conscious effort has been made to control population growth and allow time for infrastructure such as



ABOVE: Cobb County has more than eight universities and colleges and provides a highly educated workforce.

water and transportation to catch up. Land use policy adjustments have allowed the county to reduce its residential density ranges described in the Comprehensive Plan. The county has changed its methodology for calculating residential densities by excluding flood plain areas.

Additionally, since many areas of the county are mature or substantially built out, a concerted effort has been made to reclaim and redevelop large parcels that have become vacant or fallen into disrepair, thereby bringing new life to old areas.

The county is redeveloping Powder Springs Station, an abandoned strip shopping center, to be used for County offices. It now houses the Community Development Agency and Property Management Department. The Senior Services Wellness Center is scheduled to open at this location in late 2012.

In Smyrna, the 40-plus-year-old Belmont Hills Shopping Center was demolished last year. It is being redeveloped into a mixed-used property.



ABOVE: Quintiles headquarters is located in the Cumberland Galleria area off Interstate 75.

One of the most successful redevelopment plans is The Lakeside Marketplace in Acworth.

Supporting this effort, the county has received federal funding through the American Recovery and Reinvestment Act to address some of the county’s infrastructure needs and to stimulate local jobs creation. The county has also been awarded approximately \$8.5 million through the U.S. Department of Housing and Urban Development’s Neighborhood Stabilization Program to address abandoned and foreclosed property in the county.

Cobb County’s superior service delivery and infrastructure improvements are effectively managed to maintain the lowest comparative property tax burden in the Metro Atlanta area.

ADVANTAGES OF COBB COUNTY

- County offers one-stop permitting and voted “best government in metro area” by business leaders.
- Three 4-year colleges and one technical school provide an educated work force.
- Low insurance ISO rating (3).
- Award winning school system rated in top 10 percent by national standardized test scores.
- 43 percent of county residents have college degrees (bachelor’s or higher). *US Census*
- Suburban transit system provides inter and intra county movement.
- Multi-million dollar bond referendum met with voter approval for parks and recreation program.
- Two Community Improvement Districts have been established in the Cumberland-



ABOVE: Kennesaw State University is the state’s third-largest university with more than 23,000 students.



ABOVE: A model of GE’s Smartgrid Energy System.

Galleria and Town Center areas to address transportation issues.

- Over \$850 million in SPLOST funded transportation improvement projects.*
 - Lowest property tax rate in Metro Atlanta.
- | | |
|----------|-------|
| Atlanta | 22.47 |
| Fulton | 10.28 |
| DeKalb | 16.86 |
| Gwinnett | 13.25 |
| Cobb | 9.6 |

Based on FY10 numbers

DEMOGRAPHICS

Source: U.S. Census 2005-2009 Estimates

SEX AND AGE		Estimate	INDUSTRY	Estimate
According to the U.S. Census Bureau Cobb County's population increased 17.6 % from April 1, 2000 to July 1, 2009. This makes Cobb County one of the fastest growing counties in Georgia.		714,692	Agriculture, forestry, fishing and hunting, and mining	0.2%
Male		49.6%	Construction	8.2%
Female		50.4%	Manufacturing	8.6%
Median age (years)		34.5	Wholesale trade	4.1%
18 years and over		73.4%	Retail trade	12.1%
21 years and over		69.6%	Transportation and warehousing, and utilities	5.5%
62 years and over		10.7%	Information	4.0%
65 years and over		8.5%	Finance and insurance, and real estate and rental and leasing	8.7%
RACE			Professional, scientific, and management, and administrative and waste management services	15.4%
White		65.8%	Educational services, and health care and social assistance	17.4%
Black or African American		23.3%	Arts, entertainment, and recreation, and accommodation and food services	7.9%
American Indian and Alaska Native		0.6%	Other services, except public administration	4.6%
Asian		4.6%	Public administration	3.3%
Native Hawaiian and Other Pacific Islander		0.1%	INCOME AND BENEFITS (IN 2009 INFLATION-ADJUSTED DOLLARS)	
Some other race		7.2%	Median household income (dollars)	\$66,515
HOUSING OCCUPANCY			Mean household income (dollars)	\$87,089
Occupied housing units		90.7%	Per capita income (dollars)	\$32,713
Vacant housing units		9.3%	HOUSEHOLDS BY TYPE	
Homeowner vacancy rate		2.8	Family households (families)	68.2%
Rental vacancy rate		13.2	Non-family households	31.8%
HOUSING TENURE			Average household size	2.73
Owner-occupied		70.8%	Average family size	3.32
Renter-occupied		29.2%	SCHOOL ENROLLMENT	
Average household size of owner-occupied unit		2.81	Nursery school, preschool	7.9%
Average household size of renter-occupied unit		2.55	Kindergarten	5.3%
HOME VALUE			Elementary school (grades 1-8)	40.5%
Median (dollars)		210,000	High school (grades 9-12)	20.7%
GROSS RENT			College or graduate school	25.7%
Median (dollars)		927	EDUCATIONAL ATTAINMENT	
EMPLOYMENT STATUS			Less than 9th grade	4.2%
In labor force		72.4%	9th to 12th grade, no diploma	5.8%
Civilian labor force		72.1%	High school graduate (includes equivalency)	21.2%
Employed		67.6%	Some college, no degree	19.6%
Unemployed		4.5%	Associate's degree	6.2%
COMMUTING TO WORK			Bachelor's degree	29.0%
Mean travel time to work (minutes)		29.8	Graduate or professional degree	14.0%
			Percent high school graduate or higher	90.0%
			Percent bachelor's degree or higher	43.0%

BUSINESS & DEVELOPMENT ACTIVITY

Cobb County Company Announcements 2010		
Company	Projected Jobs	Industry
Aurora Hardwood	25	Headquarters/ Distribution
Big Red Rooster	100	Retail
Intorq GmbH & Co. KG	20	Distribution/ Manufacturing
Polytan USA	15	Headquarters/Distribution
Price Induction	15	Headquarters/Distribution
Callaway Black Group	30	Insurance/ Risk Mgmt
Centrotherm Photovoltaics USA, Inc	15	Energy (Non-Agri)
ChemStation	25	Chemicals/ Advanced Mfg
CCH Small Firm Services ¹	400	Headquarters
CRIF Credit Services	0	Headquarters
GE Lighting & Appliances	0	Energy (Non-Agri)
GE Smart Grid ²	380	Energy (Non-Agri)
MiMedx ²	200	Headquarters/ R&D
Tasq Technology, Inc ²	400	Headquarters
Total Jobs	1625	

Notes:

Total number of jobs includes 185 positions transferred from Floyd County, Georgia to Cobb County.
Office of Economic Development projects. Account for 1380 of 1625 jobs brought to Cobb County in 2010.

PERMITS ISSUED MONTHLY 2010

	Single Family	Multi-Family		Res.	Comm.	Total	Const. Cost
			Units				
January	42	11	11	180	172	405	\$ 19,042,657
February	47	22	22	174	192	435	\$ 36,275,148
March	53	32	32	289	181	555	\$ 43,628,916
April	51	24	24	347	184	606	\$ 43,156,545
May	44	25	25	245	160	474	\$ 40,878,091
June	29	26	26	237	156	448	\$ 39,884,962
July	36	4	4	207	203	450	\$ 24,438,515
August	35	2	2	199	182	418	\$ 41,179,770
September	34	1	1	217	154	406	\$ 25,358,229
October	30	2	2	215	197	444	\$ 23,381,829
November	44	4	4	220	290	558	\$ 26,946,045
December	46	23	23	169	157	395	\$ 45,915,883
Total	491	176	176	2699	2228	5594	\$410,086,590
					ELEC	1012	\$ 6,108,070
					PLUM	2156	\$ 2,161,117
					HVAC	1399	\$ 8,114,228
					TOTAL	10,161	\$426,470,005

Source: Cobb County Government, Community Development, Planning Division

EDUCATIONAL OPPORTUNITIES

MARIETTA CITY SCHOOLS (MCS)

Some 8,000 students attend Marietta City's 11 schools

Number of Schools: 8 elementary (one is grades 3-5 Science, Technology, Engineering and Math (STEM) Magnet school); 1 sixth grade academy; 1 middle; 1 high school.

- SAT Combined Average Score (Critical Reading, Math, and Writing) 1481
- Pupil-teacher ratios 20:1
- High School Graduation Rate 80%
- Student Enrollment 8,011
- Expenditure Per Pupil \$9,240

Source: <http://www.marietta-city.org/> & http://www.atlantaparent.com/education/Public_Schools.shtml



COBB COUNTY SCHOOL DISTRICT (CCSD)

Cobb County is the second largest school system in Georgia with more than 106,642 students attending 114 schools.

Number of Schools: 69 elementary; 25 middle; 16 high schools; 1 alternative school; 2 special education centers; 1 adult education center; 1 open campus high school; 1 ESOL center

Per pupil expenditure: \$7,788

- SAT Combined Average Score (Critical Reading, Math, and Writing) 1522
- Pupil Teacher Ratio 14:1
- High School Graduation Rate 87.3%

Source: <http://www.cobbk12.org/> & http://www.atlantaparent.com/education/Public_Schools.shtml



COLLEGES & UNIVERSITIES	PRIVATE SCHOOLS	SPECIAL SCHOOLS
Chattahoochee Technical College	Covered Bridge Montessori	Adaptive Learning Center
DeVry University	Dominion Christian High School	Devereux Christian Academy
Kennesaw State University	Eastside Christian	Pathways Academy
Life University	Mount Paran Christian School	
Southern Polytechnic State University	North Cobb Christian School	
ITT Technical Institute	Shiloh Hills Christian	
Medix College	St. Joseph Catholic	
Strayer University	Walker School	
	Whitfield Academy	

Source: Cobb County, Office of Economic Development

EMPLOYMENT / UNEMPLOYMENT

The table below shows estimated labor force, employment and unemployment information in Cobb County, Georgia as of December 2010.

Area Name	Civilian Labor Force	Number Employed	Number Unemployed	Unemployment Rate
Cobb	366,042	331,443	34,599	9.5%
Georgia	4,672,543	4,193,710	478,833	10.2%
United States	153,690,000	139,206,000	14,485,000	9.4%

Source: Labor Market Statistics, Local Area Unemployment Statistics Program, GA Dept of Labor



Chattahoochee Technical College



Kennesaw State University

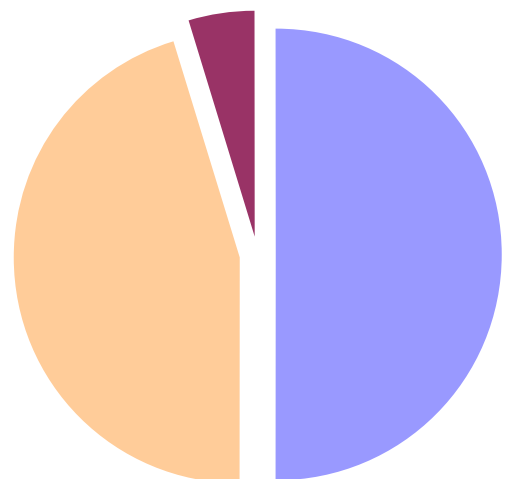


UNEMPLOYMENT 5-YEAR HISTORY

	2006	2007	2008	2009	2010
January	4.5%	4.0%	4.5%	7.8%	10.1%
February	4.6%	3.8%	4.5%	8.4%	10.1%
March	4.0%	3.5%	4.5%	8.6%	9.7%
April	3.8%	3.6%	4.4%	8.6%	9.3%
May	4.3%	3.6%	5.0%	8.9%	9.3%
June	4.6%	4.0%	5.3%	9.8%	10.0%
July	4.4%	4.1%	5.6%	9.7%	9.8%
August	4.1%	3.9%	5.7%	9.4%	9.9%
September	4.0%	4.0%	5.8%	9.6%	9.6%
October	4.1%	4.0%	6.2%	9.6%	9.1%
November	3.8%	3.5%	6.3%	9.1%	9.6%
December	3.7%	3.9%	6.7%	9.3%	9.5%
Yearly Average	4.2%	3.8%	5.4%	9.1%	9.7%

Source: Cobb County, Office of Economic Development and Georgia Department of Labor

COBB LABOR STATISTICS



Employed 45%

Civilian Labor Force 50%

Unemployed 5%

WORKFORCE CHARACTERISTICS

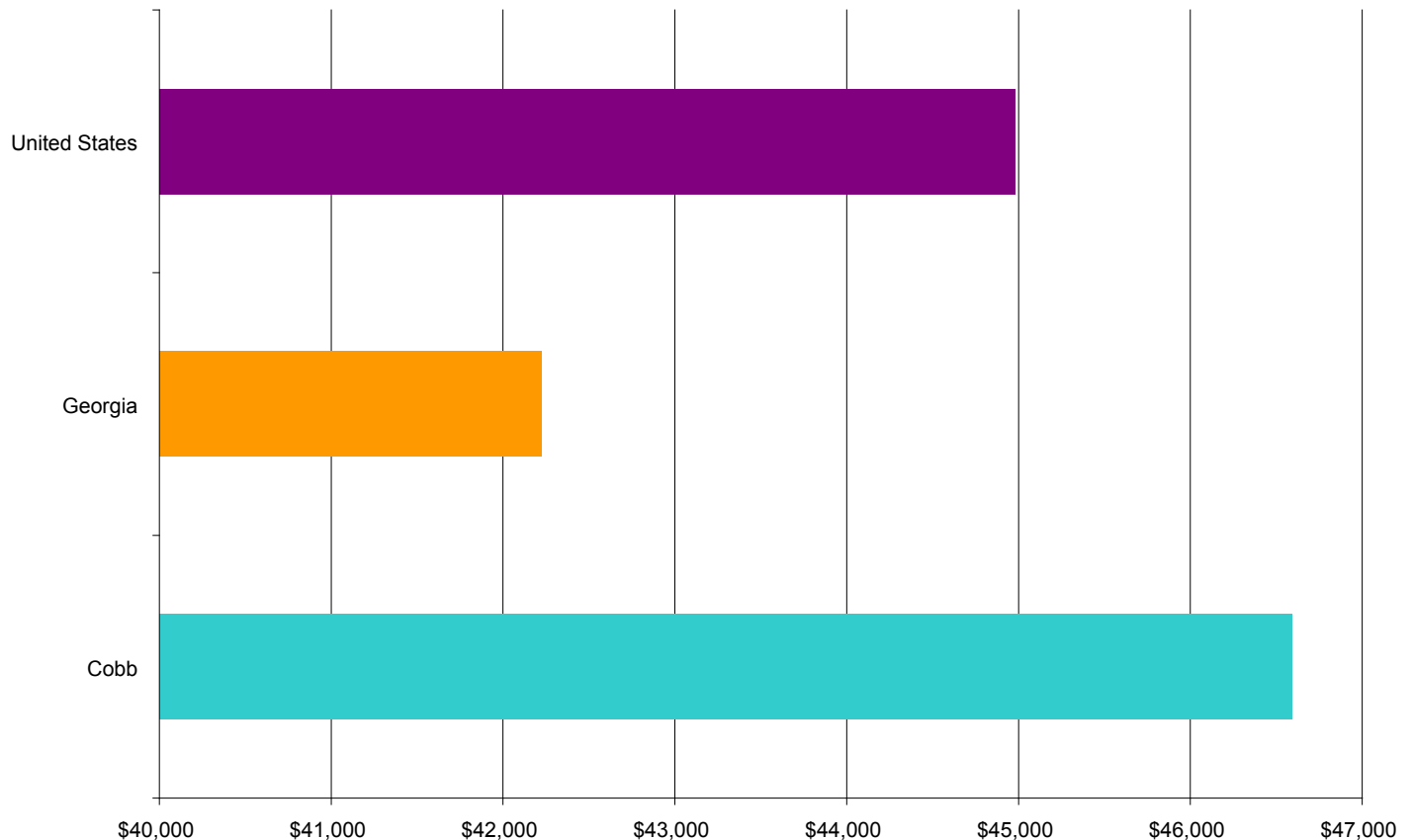
Occupational Employment Distribution

	Occupation Group	Estimated	2016 Projected
1	Office and Administrative Support Occupations	730,899	800,602
2	Sales and Related Occupations	459,613	515,250
3	Food Preparation and Serving Related Occupations	339,332	429,320
4	Transportation and Material Moving Occupations	343,037	369,277
5	Production Occupations	350,107	357,673
6	Education, Training, and Library Occupations	265,711	336,310
7	Management Occupations	278,642	301,841
8	Healthcare Practitioners and Technical Occupations	194,477	246,197
9	Construction and Extraction Occupations	207,691	233,532
10	Installation, Maintenance, and Repair Occupations	200,944	224,429

Source: Labor Market Statistics, Occupational Employment Projections Unit

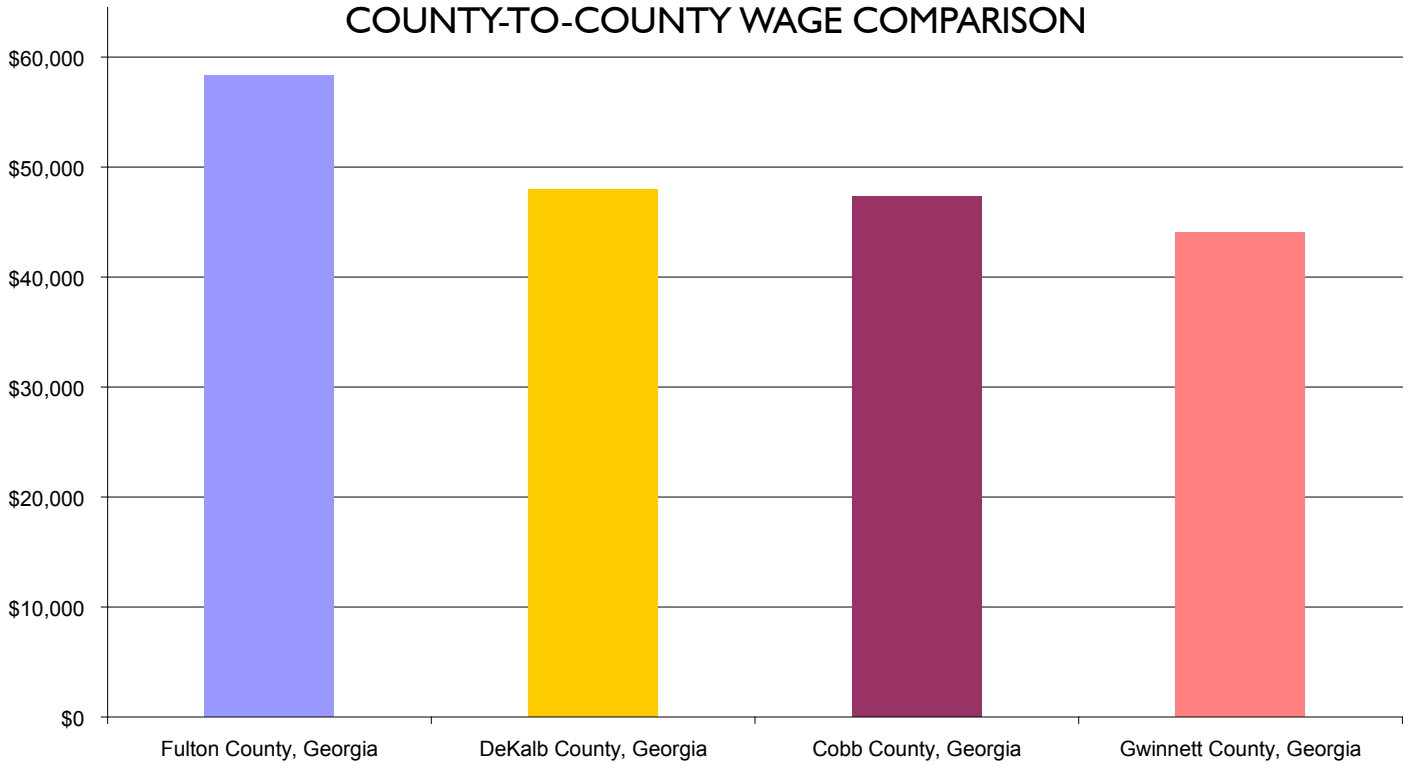
EMPLOYMENT WAGE STATISTICS

AVERAGE ANNUAL WAGE COMPARISON

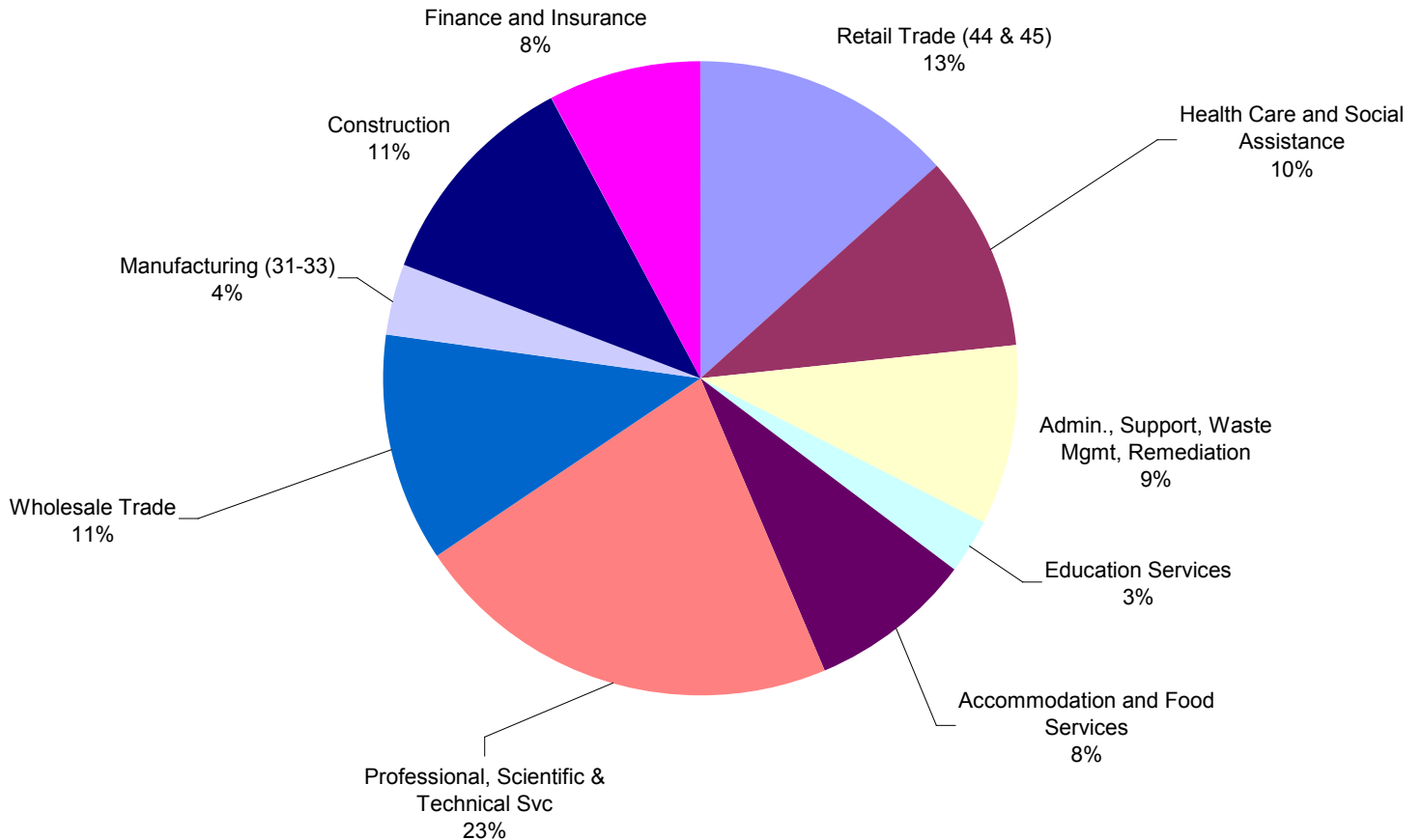


Source: Labor Market Statistics, Quarterly Census of Employment and Wages Program

COUNTY-TO-COUNTY WAGE COMPARISON



INDUSTRY EMPLOYMENT DISTRIBUTION



LARGEST EMPLOYERS

Company	Products/Services	Cobb Employees
Cobb County Schools	Public School	19,123
WellStar	Healthcare	11,840
Home Depot, The	Home Improvement Retailer	11,784
Lockheed Martin *	Aerospace/Defense Products & Services	7,568
Ryla Teleservices Inc	Teleservices Industry	6,011
Cobb County Government	County Government	5,103
Kennesaw State University*	Universities	3,400
Publix Super Markets Inc	Grocery Stores	2,905
Wal-Mart*	Discount, Variety Stores	2,750
Dobbins Air Force Base	Defense	2,547
Six Flags Over GA includes White Water & American Adventure	Global Theme Park	2,226
Genuine Parts	Auto Parts Wholesale	1,998
The Kroger Company	Grocery Stores	1,974
Marietta City Schools	City School	1,157
YKK USA, Inc	Sewn Products	815
City of Marietta	Municipal Government	755
Quintiles Labs	Bio Pharmaceutical	732
Travelport GDS/Worldspan	Travel Distribution, Technologies and Services	671
Heidelberg USA	Print Media Technology	646
Southern Polytechnic University	Universities	596
Cobb EMC	Electric Energy	548
BlueLinx	Building Materials Wholesale	541
Emory Adventist Hospital	Healthcare	512
Caraustar Industries, Inc.	Recycled Paperboard and Packaging Solutions	511
Ed Voyles Automotive Group	Auto Dealerships	500
Tip Top Poultry, Inc	Poultry Slaughtering and Processing	500

Source: *Cobb Chamber of Commerce

This information is compiled with assistance from the Cobb Chamber of Commerce. The list reflects full-time, part-time, and temporary employees working in Cobb County as of December 2010. If you wish to see the entire list, please contact the Office of Economic Development at (770) 528-2607.



QUICK FACTS

TAX STRUCTURE

Georgia Corporate Income Tax Rate - 6%

Apportionment Formula

Single Factor Gross Receipts formula – Gross Receipts or sales is the only relevant factor in determining the portion of a company's income that is subject to Georgia income tax.

Georgia Personal Income Tax Rate - 6%

Georgia Sales and Use Tax Rate

4% statewide, with an additional 1 to 4% for county and city

Real Property

28.5 mileage per \$1,000 of assessed value

Personal Property

28.5 mileage per \$1,000 of assessed value

Unemployment Insurance Taxable Wage Base

\$8,500

Unemployment Insurance New Employer Rate

2.62%

SUI Tax Rate Min/Max - 0.03%-7.29%

TRANSPORTATION

Airport

Hartsfield Jackson Atlanta International Airport

Cobb County Airport at McCollum Field

Dobbins Air Reserve Base

Seaport - Port of Savannah, GA.

River - Chattahoochee River

Major Highways

Interstate 75

Interstate 285

Interstate 20

Interstate 575

Rail Road

Norfolk Southern

CSX Transportation

Transit

Cobb Community Transit (CCT)

UTILITIES

Cable TV

Bellsouth Multimedia (770) 360-5000

Charter Communications (Smyrna)(770) 333-6400

Comcast (404) 266-2278

Electric

Cobb EMC (770) 429-2100

Georgia Power (888) 660-5890

Marietta Power (770) 794-5150

Acworth Power (770) 917-8903

Water

Cobb County Water System (770) 423-1000

Telephone

BellSouthResidential (404) 780-2355

Business (404) 780-2800





Cobb County...Expect the Best!

This is an official publication of the
Cobb County Board of Commissioners

Tim Lee, Chairman

Helen Goreham, District One

Bob Ott, District Two

JoAnn Birrell, District Three

Woody Thompson, District Four

County Manager

David Hankerson

Prepared by

Office of Economic Development

Michael Hughes, AICP, Director

Terrilyn Hannah, Economic Development Coordinator

100 Cherokee Street, Suite 450

Marietta, Georgia 30090

770-528-2607

770-528-2636 fax

economic.cobbcountyga.gov



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